

15. (a) Differentiate: Oral and written communication.

Or

- (b) Draw an advertisement-poster about your college.

SECTION C — (3 × 10 = 30 marks)

Answer any THREE questions.

16. Discuss the merits and demerits of advertisement.

17. Expand the following terms.

- (a) Fiscal Year
- (b) GAAP
- (c) Chit funds
- (d) Liabilities
- (e) Bleeding edge

18. List out the challenges that you might face while doing business presentation.

19. Write an essay on "Online Marketing".

20. "Make in Tamil Nadu is a sign of progress" – argue.

APRIL/MAY 2024

**FPE20B/CPE20B — PROFESSIONAL
ENGLISH FOR COMMERCE AND
MANAGEMENT**

Time : Three hours

Maximum : 75 marks

SECTION A — (10 × 2 = 20 marks)

Answer ALL questions.

1. Write antonyms for the following.
 - (a) Arrogant
 - (b) knowledge
2. Fill in the blanks:
 - (a) He is _____ doctor (an / a / the)
 - (b) _____ Tajmahal is very beautiful. (an / a / the).
3. What is net banking?
4. Acronym the following:
 - (a) ROI: Return on Investment
 - (b) TOS: Terms of Service



5. What is the purpose of management studies?
6. What makes a good manager?
7. Choose the best option:
 - (a) _____invented windows operating system.
 - (i) Marconi (ii) Edison
 - (iii) Steve Jobs (iv) Bill Gates
 - (b) _____plays a critical role in sale.
 - (i) Marketing (ii) New product
 - (iii) Loyalty (iv) Product Development
8. Define mission and vision.
9. What is Business communication?
10. What is the aim of advertising?

SECTION B — (5 × 5 = 25 marks)

Answer ALL questions.

11. (a) Write antonyms for the following:
 - (i) Villain –
 - (ii) Full –
 - (iii) Profit –
 - (iv) Generous –
 - (v) Wealth –

Or
- (b) Write a short note on “Banking system” in India.

12. (a) Write a note on the advantages of using credit cards.

Or

- (b) Write a conversation between you and your friend about trading business.
13. (a) Does Business need an online advertisement? Why?

Or

- (b) Fill in the blanks with appropriate business leaders from the box. (Bill Hewlett / Larry Page / Michael Dell / Henry Ford / Mark)
 - (i) Dell –
 - (ii) Ford Motor Company –
 - (iii) Google Inc –
 - (iv) HP –
 - (v) Face Book –

14. (a) What are the techniques for an effective presentation?

Or

- (b) Why do we need advertisement? – Explain.